

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: CDM

Examination: June 2016
Subject: Internet Marketing
Date: 10.06.2016

Term End Examination
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Write short notes (Any 2 out of 4) (Marks: 2X5=10)

- a) Advantages of Internet Marketing
- b) Distinguishing characteristics of Open source and Microsoft based platforms
- c) Briefly enumerate on Cloud Hosting.
- d) Why is landing page significant ?

Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)

- a) Content management system
- b) The Law of Pull and Push
- c) Benefits of conducting online business
- d) Explain the demerits of User Generated Content
- e) Define Branding

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a) What type of social media platforms among the two Pinterest and Blog would be more preferable for an educational institution to generate awareness for online courses?
- b) Explain the types of online campaigns you would design for promoting media courses.
- c) Describe the characteristics of lead generation.
- d) How can you use LinkedIn to boost your brand on multiple social media platforms ?
- e) What are the best tools used to measure the effectiveness of online campaigns ?

Q.4) Attempt both the questions. (Marks: 2X10=20)

- a) Mobile marketing has led to robust growth in the 21st century. As a consultant to HUL what type of mobile marketing strategies would you formulate for the organisation ?
- b) What do you mean by SaaS. What are its advantages/disadvantages?
Cite 5 reasons to consider SaaS.
